Sheet 1 of 1

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EXAMINER INITIAL*		DOCUMENT NUMBER	DATE		NAME	CLASS	SUBCLASS		DATE IF PRIATE
Sun	AA	6,697,824	02/24/04	В	owman-Amuah				
	AB	6,202,070	03/13/01		Nguyen et al.	-			
V	AC	5,694,551	12/02/97		Doyle et al.	<u> </u>		<u> </u>	
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		"Gymboree Enha 2000.	ances Price N	Manageme	nt," Retail Systems Ale	ert, Volum	ne 13, Nun	nber 6,	June
V					Grocery Market Pricing 4, n2, Summer 1998.	and the 1	New Comp	etitive	
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Substitute for form 1449A/PTO				Application Number	09/849168		
INFORM	ATION DIS	SCLOSUF	RE	Filing Oate	05/04/01		
STATE	MENT BY A	PPLICAN	JT.	First Named Inventor	PHIL DELURGIO		
				Group Art Unit	3623		
(USE BS	many sheets as	necessary)		Examiner Name	ROBINSON, BOYCE, AKIBA		
Sheet	1	of	2	Attorney Docket Number	DT.0101		

///			U.S. PATEN	T DOCUMENTS		
Examiner Cite		Document Number	Publication Date	Name of Patentee or	Pages, Columns, Lines, Where	
initials*	No.'	Number-Kind Code ^{2(# known)}	MM-DD-YYYY	Applicant of Cited Document	Relevant Passages or Relevant Figures Appear	
PUN		6697824	02-24-2004	Michael K. Bowman-Amuah		
		6202070	03-13-2001	Nguyen et al.		
		5694551	12-02-1997	Doyle et al.		
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Examiner Signature	A. Willy	Date Consider	red 10/7/05

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This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

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Substitute for form 1449A	PIO			Application Number	09/849168		
INFORM	IATION DIS	CLOS	URE	Filing Date	05/04/01		
STATE	MENT BY A	PPLIC	ANT	First Named Inventor	PHIL DELURGIO		
0 33 7 7 2 1				Group Art Unit	3623		
(use a	many sheets as	necessary)	Examiner Name	ROBINSON, BOYCE, AKIBA		
Sheet	2	of	2	Attorney Docket Number	DT.0101		

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	₩ AF		AF	John D. C. Little, "BRANDAID: A Marketing-Mix Model, Part 1: Structure" Operations Research, Vol. 23, No. 4, July - August 1975, pp. 628-655		

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Applicant's unique citation designation number (optional). Applicant is to place a check mark here if English language Translation is attached. This collection of Information Is required by 37 CFR 1.97 and 1.98. The Information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

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INFORMATION DISCLOSURE
STATEMENT BY APPLICANT

Application
Filing Date
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Complete if Known						
Application Number	09849168					
Filing Date	5/4/01					
First Named Inventor	MICHAEL NEAL					
Group Art Unit	3623					
Examiner Name	STEPHEN BYLCIW					
Attorney Docket Number	DT:0101					

Examinar	Cite	U.S. Patent Do	cument	Name of Patantee or Applicant	Date of Publication of	Peges, Columns, Lines, Where Relevan
britials	No.'	Number	Kind Code ³	of Cited Document	Cited Document M9M-DD-YYYY	Passages or Relevant Figures Appear
<u>उद्य</u>	AA	5,063,506		BROCKWELL ET AL.	11-05-1991	ABSTRACT
313	AB	5,117,354		LONG ET AL	05-26-1992	ABSTRACT
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38	AD	5,377,095		MAEDA ET AL.	12-27-1994	C1L39-C2L2
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53	AK	6,009,407	1	GARG	12-28-1999	ABSTRACT
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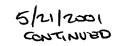
	FOREIGN PATENT DOCUMENTS								
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*For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the sentel number of the patent document. *Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST, 18 if possible. *Applicant is to place e check mark here if English language Translation is

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				Complete if Known Application Number 09849168 Filing Date 5/4/01 First Named Inventor MICHAEL NEAL Group Art Unit 3623 Examiner Name STEPHEN BYLCIW Attorney Docket Number DT:0101	
5	IAIEMENI	TEMENT BY APPLICANT First Named Inventor MICHAEL NEAL	MICHAEL NEAL		
	INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary	Group Art Unit	3623		
			·	Examiner Name	STEPHEN BYLCIW
Sheet	2	of	2	Attorney Docket Number	DT:0101

		OTHER PRIOR ART-NON PATENT LITERATURE DOCUMENTS	
Examiner Initials*	Cita No.	trictude name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T²
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Examiner Signature	Hophin By lo	Date Considered	5-20-2005

"EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered, include copy of this form with next communication to applicant.

¹Unique citation designation number. ²Applicant is to place a check mark here if English language Translation is attached.

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For 1449 (Modified)

Information Disclosure

Statement By Applicant

(Use Several Sheets if Necessary)

Atty Docket No.

DT: 0101 Applicant:

NEAL et al. Filing Date

05/04/01

Application No.:

09/849,168

EXAMINOR: STEPHEN
Group 3623 BYLCIW

UNASSIGNED

U.S. Patent Documents

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/4	P	Bruce G.S. Hardie et al., "Attribute-based Market Share Models:
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58	AA	6,205,431	03/20/01	V	Villemain et al.	7	05	10	-		
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4/13/02 p# #7

Substitute (for form 1449A/PTO	UEBIN	·	. Com	plete if Known
IN	FORMATION	DIS	CLOSURE	Application Number	09/849168
				Filing Date	5/4/2001
3	IMIEMEMIE	, A	PLICANI	First Named Inventor	Phil Delurgio (NEAL?)
	INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary	necessary	Group Art Unit	3623	
				Examiner Name	STEPHEN BYLCIW
Sheet	1	of	1	Attorney Docket Number	DT.0101

5	Cite	U.S. Patent Do	curnent	Name of Patentee or Applicant	Date of Publication of	Pages, Columns, Lines, Where Relevan	
Examiner Initials	trilials No. Number Kind Code?		of Cited Document	Cited Document MM-DD-YYYY	Passages or Relevant Figures Appe		
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Sheet 1 of 1 SERIAL NO. U.S. DEPARTMENT OF COMMERCE ATTY, DOCKET NO. SEP 0 2 2003 PATENT AND TRADEMARK OFFICE 09/849,168 DT-0101 APPLICANT DOCUMENTS CITED BY APPLICANT **NEAL** TO COMPLY WITH 37 C.F.R. 1.56 **GROUP** STEPHEN BYLCIW **FILING DATE** 05/04/01 Unknown U.S. PATENT DOCUMENTS SUBCLASS FILING DATE IF DATE NAME **CLASS** DOCUMENT **EXAMINER** INITIAL* NUMBER **APPROPRIATE** Fernandez et al. 6,025,686 05/18/2000 Not FOUND SB William A. Stevens AB 6,173,345 01/09/2001 FOREIGN PATENT DOCUMENTS SUBCLASS TRANSLATION DATE NAME DOCUMENT NUMBER NO SB WO 98/53415 11/26/1998 Ouimet et al. OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.) "PCT International Search Report", Application Number PCT/US02/36710, mailed July SB 21, 2003. YOEMAN, JOHN CORNELIUS JR., "The Optimal Offering Price for Underwritten CB 5B Securities", 1993, Volume 55/01-A of Dissertation Abstracts International, Page 4743 (Abstract Only). EXAMINER Suppr DATE CONSIDERED 5-20-2005 *EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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